



S e a s o n a l
P l a n n e r

Third Quarter

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Sample Copy For Your Newsletter

Commuter Traffic: "Rushin'" Roulette?

Daily commute. Those two words are often enough to make a person shudder. The impassible snarls, the seemingly inexplicable snail's pace of traffic, the strenuous stop-and-go braking patterns. Most commuters deal with all of these on a regular basis, and find them generally unbearable.

Speeding — exceeding the posted speed limit or driving too fast for conditions — increases these problems dramatically. Drivers have less time to react to emergencies when traveling at excessive speeds. The resultant total of injuries and lives lost is mind-boggling, especially given the minimal time savings one can expect from speeding. A recent study showed that driving 75 mph over a 200-mile stretch shaves only 25 minutes off the travel time it would take driving 65 mph.

Speeding accounts for nearly one-third of all fatal crashes, as higher speeds inevitably lead to more frequent and severe crashes. Thousands of commuters in our community crowd the roadways each morning, often speeding on roads and thoroughfare that were not designed for such heavy traffic. Almost 90 percent of fatalities in speed-related crashes occur on non-Interstate highways. All too frequently, the daily "rat race" can take a turn for the worse.

The recent repeal of the National Maximum Speed Limit may also contribute to unsafe driving practices. Drivers may lose "confidence" in the need for speed limits and their effectiveness in keeping roads safe. Employees in more rural or outlying areas may travel roads with increased speed limits; they need to be aware of the increased dangers that go along with increased speed. For example, chances of death or serious injury double for every 10 mph over 50 mph a vehicle is traveling.

Some employers are doing their part to reduce the estimated \$23 billion that speed-related crashes cost society each year. These efforts include employee speed management programs in the workplace. Programs like these complement local law enforcement practices with focused public information and education campaigns. By communicating messages that explain the societal and economic burdens of traffic crashes to employees, these programs create a greater understanding of the dangers of speeding.

[INSERT DESCRIPTION OF YOUR PROGRAM]

The U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) and Federal Highway Administration (FHWA) strongly advocate effective speed management programs such as [your program here], which support local law enforcement and engineering efforts to help reduce speed-related fatalities and serious injuries. Unfortunately, few drivers view speeding as an immediate risk to their personal safety. Please keep in mind that responsible driving is no game, and remember that rush hour doesn't have to be. Drive safely to and from work.

Ideas To Try

- Contact local rental car agencies about placing speeding fact sheets or flyers in all cars during the vacation season.
- Contact managers or owners of area parking lots and garages frequented by your employees about placing flyers containing anti-speeding messages on the windshields of cars in their lot or garage.
- Develop anti-speeding pledge cards and distribute to your employees. The employee pledges to obey all posted speed limits over a specified period. At the end of the pledge period, pledge cards are put into a raffle for prizes.
- Compute and publish in your newsletter the approximate costs of a speeding violation (fines, possible legal fees, increased insurance rates, license reinstatement fees, etc.) to show employees financial burdens of speeding.
- Develop and distribute a "Safe Driving on Vacation" tip sheet for employees. Emphasize adhering to posted speed limits, especially on smaller roads and in construction zones and remind them to buckle-up. Post the tip sheet on company bulletin boards, and distribute in your employee break room and with employee paychecks.
- Sponsor a brown bag lunch or pizza party and invite a speaker from your local highway safety office, local police department or fire station to discuss the dangers, risks and costs associated with speeding.
- Contact area hospitals, medical centers, and doctors' offices about including an anti-speeding informational handout in their monthly billings. Provide posters or flyers from this campaign for display in their office. Other organizations that could utilize a stuffer in their monthly mailings include area utility companies, Chambers of Commerce, banks and other financial institutions, and insurance agencies.
- Work with local schools to include information on speeding in newsletters to parents reminding them to drive cautiously, specifically in schools zones.



NETS Seasonal Campaign Third Quarter 1996

Avoid Getting Crushed During The Rush

It may not surprise you to know that speeding was the primary cause of at least 30 percent of all traffic fatalities last year. You may also not be surprised to hear that automobiles use almost 50 percent more fuel traveling at 75 mph than they do at 55 mph.

But, were you aware that speed-related crashes cost society more than \$23 billion each year? This includes a health care cost alone of more than \$2 billion. Worse, did you know that more than 12,000 people lost their lives last year as a result of speeding?

Startling facts. But facts nonetheless. And as an employer, these statistics affect you directly, either in the form of health care premiums, repair costs, or your most valuable assets — your employees. Many of your employees who commute by car need to be made aware of the dangers associated with speeding. During this time of year, traffic may lessen slightly and commuters may be inclined to speed. Letting them know that rural and local roads account for over 60 percent of all speed-related fatal crashes may prompt them to reconsider. Using the NETS program to promote safety messages and facts like these can increase your employees' compliance with posted speed limits while increasing their overall safe driving habits as well.

This folder contains ideas for activities that can be held during this quarter to promote speed-conscious driving. Feel free to contact your State Coordinator or the NETS National Staff if you need any additional ideas or help getting started. Or just give us call to let us know how you like the materials.

The year's final campaign will be sent to you later in the quarter. Thank you for your continued efforts in support of the NETS program and traffic safety.

Rush Hour Doesn't Have To Be.

Slow down. Drive safely to and from work.

Don't Speed.



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3" x 6" Paycheck Stuffer

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3" x 3" Newsletter Ad

**Rush Hour
Doesn't Have
To Be.**

2" Diameter
Campaign Button